

# EMILY TALKA

## CONTACT INFORMATION

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## MAIN IDEA

Seeking a position requiring creativity and critical thinking that focuses on public relations, marketing and communication initiatives

## EDUCATION

AUBURN UNIVERSITY | 2014 - 2018

BA in Public Relations with Marketing Minor

## SKILLS AND ABILITIES

- Google Analytics and Hootsuite certifications
- HTML/CSS and Wordpress
- Cision
- SEO
- AP Style
- Microsoft Office
- Social media content calendars and strategy
- Web content and site map development
- Copywriting
- Corporate blogging
- Surveys and focus groups

## AWARDS

### PRCA MEDALLION AWARD

Award of Excellence | 2017

- Awarded by the Public Relations Council of Alabama for the Silver Ships Fire Boat print collateral piece.
- Created the booklet layout, chose the photographs and wrote the copy of the piece
- See the e-book: <http://ow.ly/fxw930otKZ7>

## WORK EXPERIENCE

### HR COORDINATOR

SMMA | January 2019 - April 2019

- Created onboarding schedules for all new employees' first day
- Schedule interviews and assist with greeting candidates upon arrival to the office
- Coordinate details of employee engagement activities, wellness events and lunch and learns

### HR COORDINATOR (TEMPORARY)

Central Maine Healthcare | Sept. 2018 - Dec. 2018

- Created marketing material for recruiters and events
- Completed employment verifications and served employees at the help desk and over the phone
- Assisted with employee onboarding procedures and other administrative duties

### PUBLIC RELATIONS & MARKETING INTERN

TRINDGROUP | January 2017 - April 2018

- Wrote and proofed copy for social media posts, blog posts, collateral pieces and other traditional and digital promotional materials
- Developed public relations and marketing strategies for B2B and B2C clients to promote business and increase brand awareness
- Created, managed and monitored client websites

### SOCIAL MEDIA INTERN

Lee County Humane Society | Sept. 2016 - Nov. 2016

- Captured and edited photographs of adoptable dogs for the website and social media pages
- Designed social media posts for Facebook, Instagram and Twitter to boost adoption rates
- Created content calendars for social media posts

## ADDITIONAL WORK EXPERIENCE

### GROUP FITNESS INSTRUCTOR

Auburn Rec Center | January 2017 - April 2018

- Completed training in two different class formats and created new workouts on a weekly basis
- Taught proper form and safety techniques to participants

### HEAD COUNSELOR

Riverview Camp | Summer 2018

- Managed all counselors to effectively facilitate fun and safe camp activities, meals and lodging
- Assisted the camp directors in planning and executing daily camp operations

### SENIOR COUNSELOR

Riverview Camp | Summers 2014-2017